



## **ACCESS BARRIE MEMORANDUM**

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**TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE**

**NOTED: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: NEW RADIO ADVERTISING CONTRACT AWARDED**

**DATE: JANUARY 8, 2018**

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The purpose of this Memorandum is to inform members of Council that Access Barrie recently completed a Request For Quotation (RFQ) process for our proactive bulk buy radio advertising. This contract allows the City to communicate programs, events and information to residents in a cost-effective manner on a regular basis through local radio stations.

The RFQ process resulted in Corus Radio (Fresh Radio 93.1 and BIG 101.1) being awarded the contract for the next three years. The contract started on Jan. 1, 2018.

If you have any questions, please contact Cheri Harris, Manager of Marketing and Communications at ext. 4714.